

FINAL PROGRAM AND AGENDA

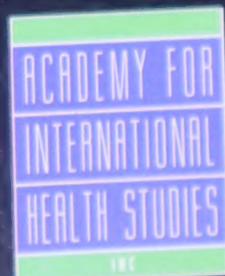
5TH ANNUAL

# International Summit on the Private Health Sector

DECEMBER 3-6, 2000

MIAMI BEACH

FLORIDA, USA



Health Systems Working for the Peoples of the World



# Collaborating Organizations & Institutions

## Summit Chairs

American Association of Health Plans  
International Social Security Association  
Modern Healthcare International  
Pan American Health Organization  
United States Agency for International  
Development (USAID)  
The World Bank

## Summit Consuls

Allianz Group  
Astra/Zeneca Pharmaceuticals  
CIGNA International Healthcare  
Healthcare International Management Company  
M&R Care Guidelines

## Summit Diplomats

Aon Healthcare Alliance  
Av-Med Health Plan  
ECRI, a WHO Collaborating Center  
Epstein Becker & Green  
International Federation of Health Funds  
Joint Commission International  
PricewaterhouseCoopers  
UnitedHealthcare International

## Summit Partners

Aetna International  
Baptist Health Systems of South Florida  
Continuing Education Channel  
Ellerbe Becket  
Global Managed Care.Com  
Health Insurance Association of America  
Knight Communications and Consulting  
Marsh HealthSpectrum  
Medimetrix  
The St. Paul  
National Economic Research Associates/Mercer  
Rolston & Rolston Consulting  
Rubicon Capital Investments

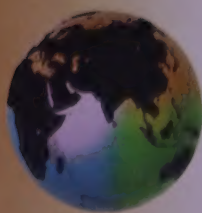
## Summit Emissaries

Argentine Chamber of Medical Health Institutions  
Australian Health Insurance Association  
Brazilian Association of Prepaid Health Plans  
Chilean Association of Isapres  
German Association for Social Security  
Policy & Research  
Indonesian Association for Health Insurance &  
Managed Care Management  
Nigerian Health Insurance &  
Managed Care Association  
Philippines Association of Managed  
Healthcare Systems

## Summit Envoys

Alliance of Community Health Plans  
Association of Private Hospitals of Malaysia  
Board of Healthcare Funders of Southern Africa  
Boston University Department of International Health  
Canadian Centre for Health Services and Policy Research  
Coalition of Service Industries  
Colombian Health Association  
Czech Republic Association for Managed Care  
Dutch Association of Health Insurers  
George Washington University Center  
for International Health  
German Institute for Comparative Health Economics  
Global Health Council  
International Association of Mutualites  
International Health Economics Association  
International Hospital Federation  
International Society for Quality in Health Care  
Israeli Medical Association  
Latin-American Association of Prepaid Health Plans  
Research

**Community Health Cell**  
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# Keynote Addresses



## Global Health & Human Rights

The Summit gratefully acknowledges an educational grant from **CIGNA International** in support of the Keynote Address and the Summit.

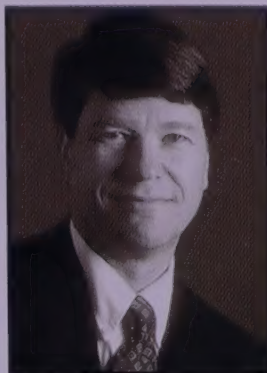
### Jody Williams

1997 Nobel Peace Winner for the International Campaign to Ban Landmines  
Alexandria, Virginia, USA

Ms. Williams, founding coordinator for the International Campaign to Ban Landmines, is now the Campaign Ambassador. In September 1997, an international treaty banning antipersonnel landmines was adopted—only 5 years after the campaign was launched. In the same year, she received the Nobel Peace Prize. She has been similarly honored by the Nuclear Age Peace Foundation's 1998 Distinguished Peace Leadership Award, Clark University's Fiat Lux Award, and the Oldender Foundation's Kennedy Center Peacemaker of 1999 Award. Ms. Williams has been *Ms. Magazine's* Woman of the Year, in *Vanity Fair's* Hall of Fame and *Glamour's* Top 10 Women of the Year.

### Introducer:

Terry L. Kendall  
President  
CIGNA International  
Philadelphia, Pennsylvania, USA



## Health Care Globalization in the 21st Century: Issues & Challenges

### Jeffery D. Sachs

Chair  
Commission on Macroeconomics and Health  
World Health Organization  
Director  
Harvard Center for International Development  
Geneva, Switzerland

Professor Sachs, Chair of the World Health Organization Commission on Macroeconomics & Health, is also Director of the Harvard Center for International Development and the Galen L. Stone Professor of International Trade. He serves as an active economic advisor to governments in Latin America, Eastern Europe, the Former Soviet Union, Asia and Africa as well as many international development agencies. He also serves as Co-Chair of the Advisory Board of *The Global Competitiveness Report*. He has been cited in *The New York Times Magazine* as "probably the most important economist in the world." In 1989, Sachs advised Poland's Solidarity movement on economic reforms and in January 1999 received the Commanders Cross of the Order of Merit of the Republic of Poland, a high Polish national honor bestowed by the President of the Republic of Poland. Sachs has published more than one hundred scholarly articles.

### Policy Reactor:

#### Vito Sciaraffia, MD

Director  
Faculty of Economics and Administration  
Institute of Health Administration  
Universidad de Chile  
Santiago, Chile

### Policy Moderator:

Rosalia Rodriguez-Garcia, MD  
Director  
Center for International Health  
George Washington University  
Washington, DC, USA



## Patient Empowerment & Shared Clinical Decision-Making

### Angela Coulter

Chief Executive Officer  
Picker Institute Europe  
Author  
*Informing Patients and The Global Challenge of Healthcare Rationing*  
Former Executive Director  
Policy and Development  
The King's Fund  
Oxford, United Kingdom

Angela Coulter, Chief Executive of the Picker Institute Europe, is author of *Informing Patients and The Global Challenge of Healthcare Rationing*. She is a Visiting Professor at the Royal Free and University College Schools of Medicine, a Visiting Fellow at Nuffield College, Oxford and a Governor of Oxford Brookes University. From 1993-99, she was an Executive Director of the King's Fund in London leading their work on health policy analysis, research and service development. Coulter is the founding editor of *Health Expectations*, an international journal of public participation in health care, and founding director of the Health Services Research Unit at the University of Oxford. Coulter has published more than 100 academic papers on consumer involvement in health care, primary care development, clinical effectiveness, women's health, public health and evaluating health system reforms.

### Reactors:

#### Cristian Baeza

Regional Director  
International Labor Office  
Strategies Against Social Exclusion and Poverty (STEP)  
Former Director  
Latin American Center for Health Systems Research  
Former Chief Executive Officer  
Chilean Public National Health Insurance (FONASA)  
Washington, DC, USA

#### Edward C. Peddie

Chief Executive Officer  
AvMed Health Plan  
Miami, Florida, USA



# Plenary Reports

## State of the World's Healthcare

### **Orville B.R. Adams**

Director  
Department of Organization of Health Systems Delivery  
World Health Organization  
Geneva, Switzerland

### **Alexander S. Preker**

Lead Economist  
Human Development Network  
The World Bank  
Washington, DC, USA

### **Policy Moderator:**

#### **Tom Sackville**

Chief Executive  
President-Elect  
International Federation of Health Funds  
London, United Kingdom

## Honoring the Summit Faculty & UNICEF

*In honor of the Summit  
faculty, the Summit  
annually makes a  
charitable contribu-  
tion to UNICEF.*



*UNICEF protects children's rights and  
improves their well-being in 161 countries  
and territories. With programs in healthcare  
and immunization, basic nutrition, safe water  
and sanitation and emergency relief, UNICEF  
helps to save the lives of approximately  
7 million children each year. A UNICEF  
information booth will be at the Summit.*

## Perspectives on Public-Private Partnerships: A Discussion

### **Ken Kizer, MD**

Chief Executive Officer  
National Forum for Health Care Quality  
Measurement and Reporting  
Former Under-Secretary for Health  
Department of Veterans Affairs  
United States of America  
Washington, DC, USA

### **Hector Lombardo, MD**

Minister of Health  
Republic of Argentina  
Buenos Aires, Argentina

### **Timothy Menakaya, MD**

Minister of Health  
Federal Republic of Nigeria  
Abuja, Nigeria

### **Ayanda Ntsaluba**

Director General  
Department of Health  
Republic of South Africa  
Pretoria, South Africa

### **Andrew Podger\***

Secretary  
Commonwealth of Australia  
Department of Health & Family Services  
Canberra, Australia

### **Julyan Reid**

Assistant Deputy Minister  
Human Resources Development Canada  
Ontario Region  
Toronto, Canada

### **Andrzej Rys, MD**

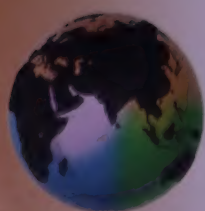
Under-Secretary of State  
Ministry of Health  
Republic of Poland  
Warsaw, Poland

### **Policy Moderator:**

#### **Dalmer Hoskins**

Secretary General  
International Social Security Association  
Geneva, Switzerland

\*not confirmed





## Globalization of American Managed Care: Trends, Opportunities and Challenges

The Summit gratefully acknowledges an educational grant from **Astra/Zeneca** in support of this Symposium and the Summit.

### Anthony J. Cebrun

Chief Executive Officer  
Healthcare International Management Company  
Atlanta, Georgia, USA

### Russell D. Fisher

Head  
International Health Sales and Marketing  
Aetna International  
Hartford, Connecticut, USA

### Marion McCourt

National Sales Director  
Managed Care Accounts  
AstraZeneca Pharmaceuticals  
Wayne, Pennsylvania, USA

### W. Allen Schaffer, MD

Chief Medical Officer  
CIGNA HealthCare Plans  
Hartford, Connecticut, USA

### Franz Schenkel

Director General  
Salumax Health Plan  
Santiago, Chile

### Robert Williams

President  
UnitedHealthcare International  
Minnetonka, Minnesota, USA

## Employee Benefits for the Multinational Corporation: Challenges & Solutions

The Summit gratefully acknowledges an educational grant from **Allianz Group** in support of this Symposium and the Summit.

### Faye S. Baggiano

President  
Health Care Global Industry Group  
EDS  
Plano, Texas, USA

### Ron Buchan

Chief Executive Officer  
Allianz Worldwide Care  
Dublin, Ireland

### Mary Jane England, MD

Chief Executive Officer  
Washington Business Group on Health  
Washington, DC, USA

### Per-Gunnar Svenssen

Director General  
International Hospital Federation  
London, United Kingdom

## Summit Networking Environment

*The Summit ambience and logistics feature a campus-like atmosphere conducive to the ready exchange of information and business networking. The Summit hosts two evening receptions, three luncheons and six intermissions to afford delegates the maximum opportunity to socialize and network with American and international healthcare senior executives and to explore potential strategic relationships. To afford delegates the maximum available time for studying the issues and professional networking, all Summit sessions are held on-site in the hotel's state-of-the-art convention facilities.*

Todas las actas de la Conferencia Cumbre están traducidas simultáneamente en español e inglés. Para mayor información en español sobre la agenda, hotel e inscripción visite la página web de la Academia en [www.AIHS.com](http://www.AIHS.com).





# Policy Symposia

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## Global Demographic Trends: Implications for Payers, Providers and Pharmaceuticals

### **Ruben Cano, MD**

Superintendent  
Department of Health Care Services  
Ministry of Health  
Republic of Argentina  
Buenos Aires, Argentina

### **Chris Ham**

Chair  
International Society for Priorities in Health Care  
Director  
Health Services Management Centre  
University of Birmingham  
School of Public Policy  
Birmingham, United Kingdom

### **Manfred Huber, MD**

Principal Administrator  
Health Policy Unit  
Organization for Economic Cooperation and Development  
Paris, France

### **Howard Kahn**

Senior Vice President  
CIGNA International  
Philadelphia, Pennsylvania, USA

### **Hector Sanchez, MD**

President  
Association of Latin-American Pre-Paid Health Plans  
President  
Vida Integra Health Plan  
Executive Director  
Salud y Futuro  
Santiago, Chile

### **Cora M. Tellez**

Chief Executive Officer  
Health Net  
Woodland Hills, California, USA

## Pharmaceutical Pricing & Cost Containment: Economic Implications for Health Systems

### **Roger A. Bowie**

Chief Executive  
Southern Cross Healthcare  
President-Elect  
International Federation of Health Funds  
Auckland, New Zealand

### **Donald Light**

Professor of Comparative Health Systems  
Center for Bioethics  
University of Pennsylvania  
Princeton, New Jersey, USA

### **Anne McFarlane**

Assistant Deputy Minister  
Strategic Planning and Pharmacare  
British Columbia Ministry of Health  
Victoria, Canada

### **Ayanda Ntsaluba**

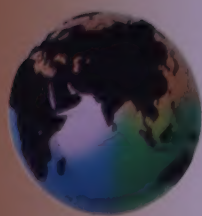
Director General  
Department of Health  
Republic of South Africa  
Pretoria, South Africa

### **Ernesto J. Podesta, MD**

Secretary for Research and Technology  
Ministry of Health  
Republic of Argentina  
Buenos Aires, Argentina

### **Adrian Towse**

Director  
Office of Health Economics  
London, United Kingdom





## **New Frontiers in Care Coordination**

The Summit gratefully acknowledges an educational grant from  
**M&R Care Guidelines** in support of this Symposium and the Summit.

### **Adrian Bull, MD**

Medical Director  
PPP Healthcare  
Tunbridge Wells, United Kingdom

### **Mark Burrowes**

Managing Director  
Medibank Private  
Griffith, Australia

### **Archelle Georgio, MD**

Chief Medical Officer  
United Healthcare  
Edina, Minnesota, USA

### **Kamal Gyawali**

Member-Secretary  
Nepal Health Research Council  
Katmandu, Nepal

### **Eric Juhl, MD**

Managing Director  
Copenhagen Hospital Corporation  
Copenhagen, Denmark

### **Jorg-Peter Schroder, MD**

Vice President  
Health Care Management  
Vereinte Health Plan  
Munich, Germany

### **James P. Turner**

Executive Vice President  
M&R Care Guidelines  
Seattle, Washington, USA

## **Managed Care & Health System Reform: Models That Work**

### **David M. Dror**

Senior Health Insurance Specialist  
Social Protection Sector  
International Labour Office  
Geneva, Switzerland

### **Josep Figueras**

Head of Secretariat and Research Director  
European Observatory on Health Care Systems  
Regional Adviser on Health Systems Analysis  
WHO Regional Office for Europe  
World Health Organization  
Copenhagen, Denmark

### **George C. Halvorson**

Chief Executive Officer  
HealthPartners  
Author  
Strong Medicine  
Bloomington, Minnesota, USA

### **Alan Maynard**

Joint Director  
York Health Policy Group  
University of York  
York, United Kingdom

### **Benito R. Reverente Jr., M.D.**

Senior Consultant on Health Insurance  
Department of Health  
Chairman  
Medical Advisory Board  
PhilamCare Health Systems, Inc.  
Manila, Philippines

## **Call for Collaborating Organizations & Sponsors**

*To discuss opportunities for your organization,  
institution or company at the Summit, contact:*

*Jonathan C. Lewis  
Academy for International Health Studies  
Fax: 530-758-8686  
e-mail: JLewis@AIHS.com*



# Executive Briefings: National Health Trends



## Argentina: Private Health Sector Investment - Opportunities and Obstacles

### Jorge Felix Aufiero, MD

President

Medicus

President

Argentine Association of Medical Assistance Institutions  
Buenos Aires, Argentina

### Elias Hurtado Hoyo, MD

President

Argentine Medical Association

Buenos Aires, Argentina

### Hector Lombardo, MD

Minister of Health

Republic of Argentina

Buenos Aires, Argentina



## Australia: Private Health Sector Investment - Opportunities and Obstacles

### Mark Burrowes

Managing Director

Medibank Private

Griffith, Australia

### William G. Lawrence

National Director

Australian College of Health Service Executives

North Ryde, Australia

### Andrew Podger\*

Secretary

Commonwealth of Australia

Department of Health & Family Services

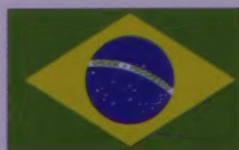
Canberra, Australia

### Russell J. Schneider

Chief Executive Officer

Australian Health Insurance Association

Deakin, Australia



## Brazil: Private Health Sector Investment - Opportunities and Obstacles

The Summit gratefully acknowledges an educational grant from  
**CIGNA International** in support of this Workshop and the Summit.

### Paulo Sergio Barros Barbanti, MD

Chief Executive Officer

Intermedica Sistema De Saude

San Paulo, Brazil

### Peter A. Rosemberg, MD

Chief Executive Officer

AMICO (CIGNA Health Plans)

Sao Paulo, Brazil

### Reynaldo Brandt, MD

President

Hospital Israelita Albert Einstein

Sao Paulo, Brazil

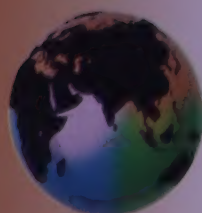
### Januario Montone

President

Health National Agency

Brasilia, Brazil

\*not confirmed







## Chile: Private Health Sector Investment - Opportunities and Obstacles

The Summit gratefully acknowledges an educational grant from **CIGNA International** in support of this Workshop and the Summit.

### **Cristian Baeza**

Regional Director  
International Labor Office  
Strategies Against Social Exclusion and Poverty (STEP)  
Former Director  
Latin American Center for Health Systems Research  
Former Chief Executive Officer  
Chilean Public National Health Insurance (FONASA)  
Washington, DC, USA

### **Rafael Caviedes**

Secretary General  
Latin-American Association of Prepaid Health Plans  
Chief Executive Officer  
Asociacion de Isapres de Chile  
Santiago, Chile

### **Howard Kahn**

Senior Vice President  
CIGNA International  
Philadelphia, Pennsylvania, USA

### **Franz Schenkel**

Director General  
Salumax Health Plan  
Santiago, Chile



## Egypt: Private Health Sector Investment - Opportunities and Obstacles

The Summit gratefully acknowledges an educational grant from **Healthcare International Management Company** in support of this Workshop and the Summit.

### **Hossan Badrawi, MD**

Chief Executive Officer  
Middle East Medicare  
Cairo, Egypt

### **Foad Elnaway, MD\***

Chairman  
Cairo Curative Care Organization  
Cairo, Egypt

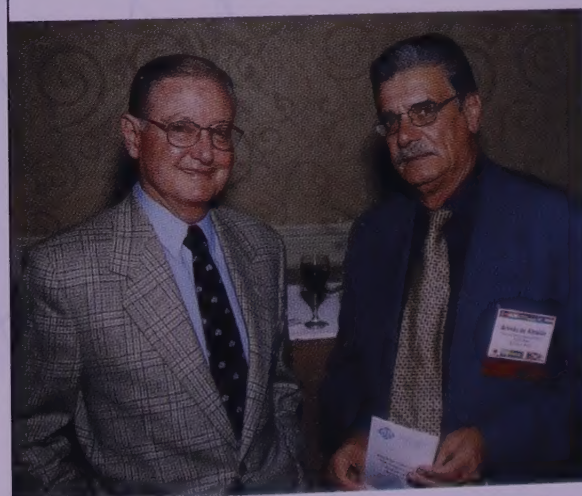
### **Ara Manuelian**

Executive Director  
Coordinated Healthcare Providers  
Johannesburg, South Africa

### **Ibrahim Moustafa, MD\***

General Manager  
Health Insurance of the Medical Union (HMO)  
Cairo, Egypt

\*not confirmed



Left to right: Ieraldo Rubo, Director, Maxmed (Brazil) and Arlindo de Almeida, President, Association of Prepaid Health Plans (Brazil). 1999 Summit.

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# Executive Briefings: National Health Trends



## Germany: Private Health Sector Investment - Opportunities and Obstacles

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### Edward Griesse

Director General  
CIGNA Insurance Company of Europe  
Madrid, Spain

### Volker Leienbach, MD

Chief Executive Officer  
Association for Social Security Policy & Research  
Cologne, Germany

### Christian Molt

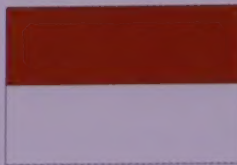
Vice President  
International Department  
Allianz - Vereinte Krankenversicherung  
Munich, Germany

### Klaus-Jürgen Preuss, MD

Deutsche Krankenversicherung  
Managing Director  
Health Management  
Cologne, Germany

### Christoph Straub, MD

Chief  
Strategic Business Development  
Techniker Krankenkasse  
Hamburg, Germany



## Indonesia: Private Health Sector Investment - Opportunities and Obstacles

### Hasbullah Thabrany

President  
Indonesian Association for Health  
Insurance & Managed Care  
Jakarta, Indonesia

### Kasir Iskandar, MD

Director  
Asuransi Jiwa Bringin Jiwa Sejahtera  
Jakarta, Indonesia

### Alex Papilaya, MD

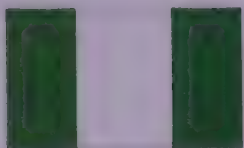
Former President  
World Federation of Public Health Associations  
Director  
Graduate Studies in Hospital Administration  
University of Indonesia  
Jakarta, Indonesia



Left to right: Raymond C. Offenheiser, President, Oxfam America (USA) and James P. Turner, Executive Vice President, M&R Care Guidelines (USA). 1999 Summit.







## **Nigeria: Private Health Sector Investment - Opportunities and Obstacles**

The Summit gratefully acknowledges an educational grant from **Healthcare International Management Company** in support of this Workshop and the Summit.

### **Ade Elebute**

Chairman  
Hygea Ltd.  
Lagos, Nigeria

### **Goodie Ibru**

President  
Nigerian Stock Exchange  
Lagos, Nigeria

### **Timothy Menakaya, MD**

Minister of Health  
Federal Republic of Nigeria  
Abuja, Nigeria

### **Akintola B. Odutola**

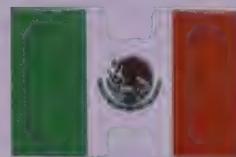
Chairman  
Health Insurance & Managed Care Association of Nigeria  
Lagos, Nigeria

### **Walter Richards**

Chief Financial Officer  
Healthcare International Management Co.  
Nashville, Tennessee, USA

### **Adedoyin Soyibo**

Professor  
Department of Economics  
University of Ibadan  
Ibadan, Nigeria



## **Mexico: Private Health Sector Investment - Opportunities and Obstacles**

The Summit gratefully acknowledges an educational grant from **CIGNA International** in support of this Workshop and the Summit.

### **Recaredo Arias**

President  
Comite Coordinador de Salud  
Asociacion Mexicana de Instituciones de Seguros (AMIS)  
Director General  
Seguros LA Territorial  
Mexico City, Mexico

### **Mauricio Bailon**

Country Manager-Mexico  
eHealth Latin America.com  
Former Director General  
Analysis and Investigation Unit  
Mexican Insurance Commission  
Mexico City, Mexico

### **Howard Kahn**

Senior Vice President  
CIGNA International  
Philadelphia, Pennsylvania, USA  
CIGNA International

### **Ernesto Perusquia**

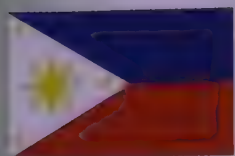
President  
Association of Private Hospitals  
Mexico City, Mexico

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español sobre la agenda, hotel e inscripción visite  
la página web de la Academia en [www.AIHS.com](http://www.AIHS.com).





# Workshops: National Health Trends



## Philippines: Private Health Sector Investment - Opportunities and Obstacles

The Summit gratefully acknowledges an educational grant from **Healthcare International Management Company** in support of this Workshop and the Summit.

### Andrew Barrer

Managing Director  
The Barrer Group – Global Healthcare  
Consultant  
Healthcare International Management Co.  
Istanbul, Turkey

### Alfredo R.A. Bengzon, MD

Chair  
Board of Directors  
CapHealth HMO  
Former Minister of Health  
Mandaluyong City, Philippines

### Salva R. Limbo

President  
Philippines Association of HMOs  
Chief Executive Officer  
OmniCare HMO Philippines  
Makati City, Philippines

*Summit Special Services & Events*

**Global Health Resources Centre**

**Resource Pavilion on Technological  
Innovation & Global Best Practices**

*See page 20.*



## Poland: Private Health Sector Investment - Opportunities and Obstacles

### Paul R. Lenz, MD

Chief Executive Officer  
Medicover  
Warsaw, Poland

### Andrzej Rys, MD

Under-Secretary of State  
Ministry of Health  
Republic of Poland  
Warsaw, Poland

### Agnieszka Szpara

Managing Director  
Medicover  
Warsaw, Poland



## South Africa: Private Health Sector Investment - Opportunities and Obstacles

The Summit gratefully acknowledges an educational grant from **Healthcare International Management Company** in support of this Workshop and the Summit.

### Anthony J. Cebrun

Chief Executive Officer  
Healthcare International Management Company  
Atlanta, Georgia, USA

### Ayanda Ntsaluba

Director General  
South African Department of Health  
Pretoria, South Africa





# Summit Mission Statement

The universal dream of peoples and governments the world over is improved health outcomes. The universal challenge is expanding resources, upgrading managerial talent, creating knowledge-based strategies and coordinating systemic approaches.

The historic rationale for an aggressive governmental role in healthcare has been, is and should continue to be equity and access. Notwithstanding noble governmental intentions, mediocre policy-making and inappropriate re-distribution of resources can, and often does, impede progress. Examples exist of public healthcare systems that ignore the very poor, or offer low quality and even poorer customer service.

Healthcare infrastructure, delivery and information structures are already a global private sector phenomenon. About fifty percent of total worldwide health spending occurs in the private sector. Global private healthcare investment, principally in hospitals, medical devices and information systems, will nearly triple in the next 10 years. The private healthcare sector outside the United States will double in the next 5 years. Economic health security, once a nearly unquestioned governmental responsibility, is slowly shifting to the private sector. But frequently, the private sector abandons or ignores the economically disenfranchised, the elderly, the poor, the unemployed and the less fortunate who cannot survive in a rough-and-tumble healthcare marketplace.

What is asked of governmental health policy leaders and the private healthcare industry is creative, pragmatic solutions...and to never forget that good health is a human right.

In most countries, the Minister of Finance or the Labor Secretary exert as much, or more, influence over health policy as the Minister of Health. Many governmental policymakers consider healthcare as a large social spending with little or no compensating economic value. Based on moral imperatives, health is often viewed as a very expensive "special interest lobby." Yet, in most countries, health ranks among the 5 largest economic sectors. Healthcare spending is economic development, not an obligatory and expensive debit against the national ledger.

Effective health systems—along with decent housing, safe roads, affordable power and clean water—alleviate poverty and foster economically vibrant communities. A successful national economic policy must rank investing in health with building dams, stimulating exports, subsidizing industrial research. In an era of limited

resources, a vigorous health sector is vital to the economic good health of every nation.

A critical, fundamental lesson of global health improvement is that system-wide strategies for population-based health reform will have larger and more sustainable impacts if they are part of strong, transparent, evidenced-based, community-oriented health systems, rather than promoting a narrow disease-focus, emphasizing commodities and direct services.

Broadly defined, private sector partners can help improve public sector systems. The private health sector can be an important source of (a) capital and risk-pooling insurance mechanisms; (b) infrastructure, medical devices, information systems, pharmaceuticals, research, medical and managerial personnel; and (c) ideas and innovation.

As the world-wide pharmaceutical, medical device, informatics and managed care industries seek their fortunes in the global healthcare economy, all share a common interest in advancing a vigorous role for the private health sector. In the end, everyone—from medical device maker to drug salesman, from health plan actuarial to e-health specialist, from government planner to venture capitalist—is part of a continuum of healthcare services and trade all aimed at getting the best care to the most people at the best price.

Towards this end and to address these issues, the International Summit on the Private Health Sector is established to:

- Monitor regional and national health reforms important to the profitability and practices of the private sector;
- Promote globalization of health care services and trade;
- Provide skill-building programs for senior executives from the public and private health sectors;
- Address the troublesome, time-consuming management challenges confronting both public and private healthcare executives;
- Foster health alliances & business partnerships across national borders;
- Assist international companies, global agencies and healthcare thought leaders to publicize their mission statements, policy directions and health improvement projects;
- Gather competitive market information for health investors;
- Develop stronger public interest frameworks for the private health sector;
- Advance a shared commitment to health justice.



# Summits-within-the-Summit

## Executive Tools for Senior Management

The Summit gratefully acknowledges an educational grant from **Aon Healthcare Alliance** in support of this Workshop and the Summit.

## Designing International Employee Benefit Programs

### Edwin S. Janush

Senior Vice President  
Aon Consulting  
Chicago, Illinois, USA

### Peter van Meeuwen

Head of Employee Benefits - Europe  
Aon Group  
Amsterdam, The Netherlands

### Mark Le Feuvre

Regional Director  
Aon Consulting  
Hong Kong, China

### Humberto Torloni Filho

Senior Consultant  
Aon Consulting Brazil  
Sao Paulo, Brazil

## Global Trends in Hospital and Professional Liability Insurance

### Holly Billingham

Chairman  
Marketforum  
London, United Kingdom

### Joe Moody

Managing Director  
International Healthcare Underwriting  
St. Paul Insurance Companies  
London, United Kingdom

### Alastair Macfarlane

Country Coordinator  
Aon Risk Services Brazil  
Sao Paulo, Brazil

### Jose Luis Vittor

Counsel  
Morrison & Foerster  
Buenos Aires, Argentina

## Developing and Managing an Effective Data Infrastructure

### Gilberto Ribeiro Gama

President  
Aon Re  
Rio de Janeiro, Brazil

### Coen Strydom, MD

Director  
Aon Consulting  
Parklands, South Africa

## Reinsuring Private & Public Health Insurance

### Joel Thmpson

Vice President  
International Treaty Underwriting  
St. Paul Re  
New York, New York, USA

### Marcelo Noce Rocha

Director  
Unimed Seuradora  
Sao Paulo, Brazil

### Craig Tyrell

Consultant  
AMC Worldwide  
London, United Kingdom

### Mauricio Parra Ferro

Vice President  
Aon Group  
Bogota, Colombia

## Identifying Business Opportunities & Capital Strategies for Emerging Health Markets

## Penetrating Critical Markets

### Stuart Lemle

Senior Vice President  
Rubicon Capital Investments  
Washington, DC, USA

### Demetris Papageorgiou

Senior Vice President  
Rubicon Capital Investments  
Washington, DC, USA

## Financing Healthcare Ventures

### Armeane M. Choksi

Managing Director  
Rubicon Capital Investments  
Washington, DC, USA

## Critical Issues for Successful Investments

### John Clarke

Vice President  
Medlink International  
Denver, Colorado, USA

### Dilsher Nawaz

Chief Executive Officer  
Medlink International  
Denver, Colorado, USA

## Hospital & Clinics for Emerging Markets

### John Buggy

Principal  
Ellerbe Becket  
Minneapolis, Minnesota, USA

### Paul Zugates

Principal  
Ellerbe Becket  
Washington, DC, USA





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## **Evidence-Based Decision-Making**

The Summit gratefully acknowledges an educational grant from **ECRI** in support of this Workshop and the Summit.

### **How Public & Private Payers are Using Evidence-Based Medicine**

#### **Jeffrey C. Lerner**

Director  
Center for AHRQ Evidence-Based Practice Center  
Vice President  
Strategic Planning  
ECRI, A WHO Collaborating Center  
Plymouth Meeting, Pennsylvania, USA

#### **Joel J. Nobel, MD**

President  
ECRI, A WHO Collaborating Center  
Plymouth Meeting, Pennsylvania, USA

### **Public and Private Sector Information Resources**

#### **Vivian Coates**

Vice President  
Information Systems  
Project Director  
National Guideline Clearinghouse  
ECRI, A WHO Collaborating Center  
Plymouth Meeting, Pennsylvania, USA

### **Charting the Revolution in Health-Based Clinical Technology**

#### **Anthony J. Montagnolo**

Vice President  
Technology Planning  
ECRI, A WHO Collaborating Center  
Plymouth Meeting, Pennsylvania, USA

### **Risk Management and Patient Safety Initiatives**

#### **Ronni Solomon**

Vice President  
Legal Affairs  
ECRI, A WHO Collaborating Center  
Plymouth Meeting, Pennsylvania, USA

## **The Business & Legal Environment**

The Summit gratefully acknowledges an educational grant from **Epstein Becker & Green & PricewaterhouseCoopers** in support of this Workshop and the Summit.

### **Hospitals & Healthcare Organizations Operating in the 21st Century**

#### **John W. Campbell**

Partner  
Epstein Becker & Green  
Washington, DC, USA

#### **Francisco J. Gutierrez, MD**

Director  
International Health Care  
PricewaterhouseCoopers  
McLean, Virginia, USA

### **Challenges Facing the Pharmaceutical Industry**

#### **Aarne Elias**

Director  
PricewaterhouseCoopers  
Rosemont, Illinois, USA

#### **Lynn Shapiro Snyder**

Health Practice Leader  
Epstein Becker & Green  
Washington, DC, USA

#### **Leslie V. Norwalk**

Attorney  
Epstein Becker & Green  
Washington, DC, USA

### **Opportunities and Challenges of the Internet**

#### **Steven Henkind, MD**

Director  
PricewaterhouseCoopers  
New York, New York, USA

#### **Mark E. Lutes**

Partner  
Epstein Becker & Green  
Washington, DC, USA

### **Operating a Private Health Care Organization in a Regulatory Environment**

#### **Brenton Saunders**

Senior Manager  
PricewaterhouseCoopers  
Washington, DC, USA

#### **Lynn Shapiro Snyder**

Health Practice Leader  
Epstein Becker & Green  
Washington, DC, USA



# Executive Briefings & Educational Seminars

---

## Health Quality Improvement Methodologies

The Summit gratefully acknowledges an educational grant from **The St. Paul** in support of this Workshop and the Summit.

### **B. Frederick Becker**

Chairman  
Global Healthcare Practice  
The St. Paul  
Minneapolis, Minnesota, USA

### **Marc Edelstein, MD**

Group Vice President for Medical Affairs  
AvMed Health Plan  
Miami, Florida, USA

### **Lee Tregloan**

Chief Executive Officer  
International Society for Quality in Health Care  
Fitzroy, Australia

## Access for the Global-Mobile: Models That Cross Borders

The Summit gratefully acknowledges an educational grant from **Aetna International** in support of this Workshop and the Summit.

### **Russell D. Fisher**

Head  
International Health Sales and Marketing  
Aetna International  
Hartford, Connecticut, USA

## Call for Collaborating Organizations & Sponsors

*To discuss opportunities for your organization,  
institution or company at the Summit, contact:*

*Jonathan C. Lewis*

*Academy for International Health Studies*

*Fax: 530-758-8686*

*e-mail: [JLewis@AIHS.com](mailto:JLewis@AIHS.com)*

## State of the Market Report: Implementing International Patient Programs

The Summit gratefully acknowledges an educational grant from **Medimetrix** in support of this Workshop and the Summit.

### **Joseph M. Davis**

Chief Executive Officer  
Medimetrix  
Cleveland, Ohio, USA

### **Richard von Rueden, MD**

Principal  
Medimetrix  
Boston, Massachusetts, USA

## World Trade Organization (WTO) & International Trade in Health Services

### **Theresa Travers Carney**

Vice President  
Market Entry & Development  
CIGNA International  
Philadelphia, Pennsylvania, USA

### **Faye S. Baggiano**

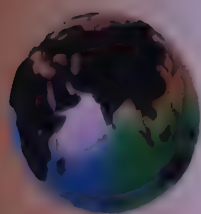
President  
Health Care Global Industry Group  
EDS  
Plano, Texas, USA

### **Allan Jones**

Executive Director  
Orlando Regional Health Care Systems  
Orlando, Florida, USA

### **Robert Vastine**

President  
Coalition of Service Industries  
Washington, D.C., USA





---

## Public & Private Health Insurance Strategies for the Self-Employed Market

The Summit gratefully acknowledges an educational grant from **National Economic Research Associates/Mercer** in support of this Workshop and the Summit.

### John Gaisford

Vice President  
National Economic Research Associates  
Los Angeles, California, USA

## Health Insurance for Dual Nation Families & Workers: Mexico-USA Case Study

The Summit gratefully acknowledges an educational grant from **Marsh HealthSpectrum** in support of this Workshop and the Summit.

### Michael O. Bice

International Health Practice Leader  
Marsh HealthSpectrum  
Tampa, Florida, USA

### Fabian Casaubon

President  
Casaubon & Associates  
Cuajimalpa, Mexico

### Luis Rafael Chocano

Managing Director  
Tecniseguros  
Guatemala, Guatemala

### Mark Marosits

Principal and Practice Leader  
Medimetrix Unison Marketing  
Englewood, Colorado, USA

### James F. Walbridge

Principal and Healthcare Management Consultant  
Milliman & Robertson  
San Francisco, California, USA

## Contemporary Accreditation's Impact: Credentialing, Performance Measurement & Medical Errors

The Summit gratefully acknowledges an educational grant from **Joint Commission International** in support of this Workshop and the Summit.

### John F. Helfrick

Vice President  
Joint Commission International  
Oakbrook Terrace, Illinois, USA

### Karen Timmons

Chief Executive Officer  
Joint Commission International  
Oakbrook Terrace, Illinois, USA

## Leadership Training Fellowships

*The Summit provides free and discounted registration fees to public and private sector healthcare executives, policy leaders, government officials and scholars from countries with developing economies. Travel expenses are not typically included. Leadership Fellows are selected and superintended by the George Washington University Center for International Health. For an application form, contact the Fellowship Director, Center for International Health, George Washington University, Ross Hall 605, 2300 Street NW, Washington, DC 20037 or email: [SummitFellowship@AIHS.com](mailto:SummitFellowship@AIHS.com).*





# Pre-Summit Seminar

## The Global Marketplace for Hospitals & Health Systems

International Hospital Federation members and invited guests attending the Summit will be admitted free to this pre-Summit Seminar, occurring on Saturday, December 2 and Sunday, December 3, 2000. This pre-Summit seminar includes an insider's guided tour of Baptist Hospital/Baptist Health Systems of South Florida, one of Miami's leading hospital and medical facilities.

### The Market Advantage: Case Studies in Accreditation for Hospitals & Clinics

The Summit gratefully acknowledges an educational grant from **Joint Commission International** in support of this Workshop and the Summit.

**Reynaldo Brandt, MD**

President  
Hospital Israelita Albert Einstein  
Sao Paulo, Brazil

**Eric Juhl, MD**

Managing Director  
Copenhagen Hospital Corporation  
Copenhagen, Denmark

**Barry Rassin**

Chief Executive Officer  
Doctor's Hospital  
Nassau, Bahamas

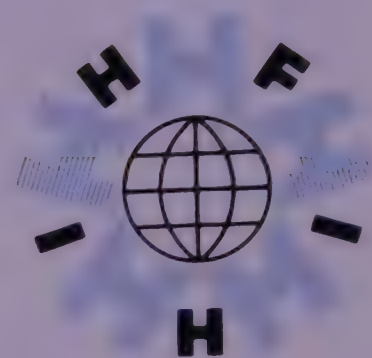
**Karen Timmons**

Chief Executive Officer  
Joint Commission International  
Oakbrook Terrace, Illinois, USA

### Hospital Sustainability in the Global Marketplace

**Per-Gunnar Svenssen**

Director General  
International Hospital Federation  
London, United Kingdom



### Regional Perspectives on Hospital Trends and Challenges

**James Bentley**

Senior Vice President  
Strategic Policy Planning  
American Hospital Association  
Washington, DC, USA

**Lawrence Lai, MD**

President  
Asian Hospital Association  
Deputy Director  
Hospital Authority  
Hong Kong, China

**Norbeto Larroca\***

Treasurer  
International Hospital Federation  
President  
CONFELISA  
Buenos Aires, Argentina

**Linda S. Quick**

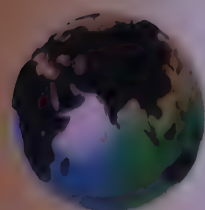
President  
South Florida Hospital & Healthcare Association  
Hollywood, Florida, USA

**Kris Schutyser**

Secretary General  
Standing Committee of the Hospitals of the European Union  
Leuven, Belgium

\*not confirmed

*A joint project of the International Hospital Federation and the International Summit on the Private Health Sector.*



INTERNATIONAL SUMMIT ON THE PRIVATE HEALTH SECTOR



# Pre-Summit Event

## International Federation of Health Funds General Membership Gathering

International Federation of Health Funds (FHF) members and invited guests will spend the day at the Dolphins Marine Mammal

Research & Education Center in Key Largo, Florida, including an opportunity to swim with the dolphins and sightsee on board the glass-bottom Key Largo Princess for a tour of America's only Undersea Marine Park.



621 Georgetown Place, Davis, California 95616, USA; Fax: 530-758-8686; email: JLewis@AIHS.com.



Educational and networking luncheon included.

This special pre-Summit event occurs Saturday, December 2, 2000. FHF members interested in joining this unique program, should contact FHF North American Office,



Left to right: Kabelo Ebineng, Manager, Associated Fund Administrators (Botswana) and Benito R. Reverente, Chairman, PhilamCare Health Systems (Philippines). 1999 Summit.

### Host Committee:

#### **Roger A. Bowie**

Chief Executive  
Southern Cross Healthcare  
President-Elect  
International Federation of Health Funds  
Auckland, New Zealand

#### **Anthony J. Cebrun**

Chief Executive Officer  
Healthcare International Management Company  
Atlanta, Georgia, USA

#### **George C. Halvorson**

Chief Executive Officer  
HealthPartners  
Bloomington, Minnesota, USA

#### **Cleve Killingsworth**

Chief Executive Officer  
Health Alliance Plan  
Detroit, Michigan, USA

#### **Jonathan C. Lewis**

President  
Academy for International Health Studies  
Davis, California, USA

#### **Edward C. Peddie**

Chief Executive Officer  
AvMed Health Plan  
Miami, Florida, USA

#### **Tom Sackville**

Chief Executive  
International Federation of Health Funds  
London, United Kingdom

*A joint project of the International Federation of Health Funds and the International Summit on the Private Health Sector.*



# Special Events & Services

## Recreational Tours for Traveling Companions

The Summit offers entertainment and sightseeing tours for traveling companions and delegates. Delegates will have the opportunity to enroll traveling companions in one-day and two-day recreational excursions and post-Summit tours.

### Zoological All-Day Tour – Monday, December 4

Visit Monkey Jungle, where humans are caged and monkeys run wild! Discover the natural world of apes, watch the Macaques swim for treats and experience first hand the primates' lifestyles. Then stroll the 290-acre Metrozoo with over 60 major animal exhibits, a 1.5 acre aviary and wildlife amphitheater.

All-inclusive fee includes box lunches.  
Registration fee: \$135.00 USD per person.



### Everglades All-Day Tour – Wednesday, December 6, 2000



Tour Big Cypress Everglades and the Siminile Ah-Tah-Thi-Ki Museum to learn the fascinating history and culture of the unconquered Seminoles, one of America's great Native-American tribes. Ride a swamp buggy through the Everglades.

All-inclusive fee includes lunch at the Swamp Water Café.  
Registration fee: \$110.00 USD per person.

### Kennedy Space Center & Universal Studios Two-Day Tour – Thursday, December 7, 2000



Tour Kennedy Space Center with a professional guide and authority on NASA. Climb aboard a space shuttle, see the actual launch sites and experience a simulated Apollo 11 moon launch countdown.

Universal Studios is the Number One theme park in the world with unforgettable rides, shows, movie sets and attractions. Take a ride "Back to the Future" or grab the railing and ride it out with "Twister"...just to name a few of the attractions.

All-inclusive fee includes admissions and overnight accommodations at the Holiday Inn located across from Universal Studios, but *not* meals. Registration fee: \$235.00 USD per person based on double occupancy.



**For detailed departure times, registration information and inquiries, visit [www.bjys.com](http://www.bjys.com). Reservations are due by October 1, 2000, and must be accompanied by full payment. NO refunds given after November 1, 2000. Please make payment in USD funds.**

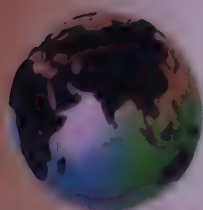
## Resource Pavilion on Technological Innovation & Global Best Practices

*The Resource Pavilion is a exhibition hall featuring products and services from leading healthcare companies from around the world. Delegates and international delegations are afforded a unique opportunity to access new knowledge sources, technology applications and transborder services.*

*On the second day of the Summit, the all-day exhibit hall displays will be open during both refreshment intermissions, the luncheon and the evening reception which all occur directly in the Resource Pavilion. For an exhibitor application form, contact the Summit Director of Pavilion Exhibits and Displays, 3002 Cross Creek Court, Herndon, VA 20171, USA (Phone: 703-476-8466; Fax: 703-476-8466) or email: [t.puccio@toplinegroup.com](mailto:t.puccio@toplinegroup.com).*

## Global Health Resources Centre

*A resources reading room, computer café and lounge operates continuously during the Summit. Delegates use the Centre as a rendezvous spot, a respite from meetings, a message board, a computer hub for checking emails and a reading library for collecting informational literature and educational handouts provided by Summit Collaborating Organizations and faculty. Complimentary editions of international newspapers are available for delegates. The Global Health Resources Centre is operated by Global Health Resources.com, an Internet information company, which collaborates with the Summit by posting the Summit Proceedings on the world wide web.*





# eurohealth

## **Special eurohealth Offer**

Subscribers to *eurohealth*, the respected quarterly bulletin and forum by leading researchers, academics, senior policy-makers, senior healthcare executives and government officials about health policy issues in Europe, receive a USD \$395.00 Summit registration fee discount. New and existing subscribers to *eurohealth* are entitled to this special offer.

To become a subscriber to *eurohealth* or, if an existing subscriber, to receive your Summit registration discount voucher, contact: Claire Bird, Publications Officer, *eurohealth*, LSE Health, Houghton Street, London WC2A 2AE, United Kingdom (phone: 44-171-955-6840; Fax: 44-171-955-6803) or email: C.Bird@lse.ac.uk.



## **Special OECD Health Data CD-ROM Incentive**

**All Summit delegates will receive a 20% discount off the newly-released OECD Health Data 2000 CD-ROM. Discount vouchers will be distributed to delegates with their registration materials.**

The highly-regarded and essential OECD Health Data 2000 is a cross-national compilation of health system spending, infrastructure, drug usage and costs, and health outcomes. This comparative analysis of 29 nations from 1960 to 1997/8 is a unique software package consisting of an interactive database for the user to easily compare data and create graphs, charts, etc. across borders in the industrialized nations. The CD-ROM includes Internet-based technical assistance and is produced quadrilingually (Spanish, English, French, German). For more information about the CD-ROM, visit [www.oecd.org](http://www.oecd.org).

## TAKE A GUIDED TOUR THROUGH INTERNATIONAL HEALTH CARE

### GLOBAL HEALTH CARE MARKETS

A Comprehensive Guide to Regions,  
Trends, and Opportunities Shaping the  
International Health Arena

WALTER WIENERS



"Healthcare markets are becoming increasingly global in nature and, in addition, the importance of the private sector is increasingly recognized. This book provides a comprehensive and informative guide to health policy and health systems throughout the world. It is an invaluable source for all those interested in the theory and practice of healthcare delivery and health policy, internationally." —Dr. Richard G. A. Feachem, CBE, FREng, PhD, DSc(Med) director, Institute for Global Health and professor of International Health, UCSF and UC Berkeley

#### **Global Health Care Markets**

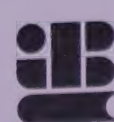
*A Comprehensive Guide to  
Regions, Trends, and  
Opportunities Shaping the  
International Health Arena*

**WALTER W. WIENERS, EDITOR**  
**Hardcover \$69.95**

Please visit  
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# Hotel & Registration Information



## Hotel Information

**The Summit is permanently headquartered at the Sheraton Bal Harbour Beach Resort (9701 Collins Avenue, Bal Harbour, Florida, 33154, USA). Phone USA 1-305-865-7511; fax USA 1-305-868-2571.**

**To receive the Summit's special room rate discount, when making reservations, mention you are attending the Summit.**

Only one half hour from Miami International Airport, the Sheraton Bal Harbour is easy and convenient to reach. To afford delegates the maximum available time for studying the issues and professional networking, all Summit sessions are held on-site in the hotel's state-of-the-art convention facility.

The hotel is minutes away from the famed historic Art Deco district of South Miami Beach, the international City of Miami, superb restaurants and family recreational sites such as Parrot World, Monkey World and Viscaya. This modern hotel fronts one of the most attractive beaches on the Atlantic seaboard, contains four luxurious swimming pools, borders excellent shopping, provides child care and offers numerous excellent restaurants. The hotel staff is multi-lingual.

### Room Rates:

Village View (single/double) \$180.00

Partial Ocean View (single/double) \$195.00

Ocean View with Terraces (single/double) \$235.00

## Registration Policies & Information

### Registration Fee & Deadline

The Summit registration fee is \$1,395.00 USD per registrant. Except for delegates from Summit Emissary nations and Summit Leadership Training Fellowships, no delegate registration discounts (early-bird, student, academic, government, etc.) are offered.

The registration fee includes admittance to all Summit proceedings, one copy of the on-site Informational Resource Kit and all study materials and the post-Summit Synopsis & Report on CD-ROM. Each delegate is admitted to all policy proceedings, networking receptions and all luncheons.

The registration deadline is November 27, 2000. After this date, registrations are only accepted on-site. For more information or questions, contact the Summit Registrar at 1-925-680-1862.

### Cancellations & Substitutions

Only written cancellations received by November 6, 2000 will receive refunds (less \$150.00 USD processing charge). No refund or credit will be issued for cancellations after this date. Registration fees for canceled registrants cannot be applied or credited for future Summits.

Registrants who do not cancel prior to the Summit and do not attend will be responsible for the full registration fee.

### Substitutions

Registrant substitutions will be accepted only with written notification from the original registrant, accompanied by a processing charge of \$150.00.

## General Information & Special Services & Events

**Summit Official Languages.** Spanish and English are the official languages of the Summit. The plenary speeches, major symposia and policy workshops of the Summit will be simultaneously translated. Los procedimientos del Summit serán traducidos simultáneamente en español y en inglés.

**Media Credentials.** Media representatives interested in attending the Summit must contact the Summit Press Office (c/o KPC Communications, 1115-11th Street, Suite 230, Sacramento, California 95814 USA, Phone 916-444-2671, Fax 916-444-0159) for press credentials and for assistance in arranging interviews with Summit speakers and overseas dignitaries.

**Summit Proceedings on CD-ROM.** After the Summit, all delegates are mailed the Summit Proceedings published on CD-ROM. The proceedings are also distributed to key libraries and academic research centers around the world.

**Attire.** Business casual is the recommended attire for all Summit proceedings and meetings.





# Registration Form

## INTERNATIONAL SUMMIT ON THE PRIVATE HEALTH SECTOR

**December 3-6, 2000**  
**Sheraton Bal Harbour**  
**Miami Beach, Florida, USA**

[www.AIHS.com](http://www.AIHS.com)

### To register for the Summit, use one of these procedures:

**To register online:** Register now at [www.AIHS.com](http://www.AIHS.com).

**To register by mail or overnight delivery:** Send check, money order or credit card information to: Summit Registrar, 959 Detroit Avenue, Concord, California, 94518-2501 USA.

**To register by fax:** Fax completed registration with credit card payment information to: 1-925-676-5736.

**For more information or questions:** Visit [www.AIHS.com](http://www.AIHS.com) or phone 1-925-680-1862. The Summit registration desk is open 9:00 to 17:00 Pacific Standard Time.

**Make checks payable to:** Academy for International Health Studies

**Delegate Information:** Your badge will reflect the information you give us. Please print the information and/or attach a business card.

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Degree		
Title		
Company/Agency		
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Address		
City		
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Telephone with Country/Area Code		Fax with Country/Area Code
E-mail		

**Payment Information:** USD \$1,395.00

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**Mail completed form with check or fax credit card payment to:**

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# International Summit on the Private Health Sector

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- Monitor regional and national health reforms important to the profitability and practices of the private sector;
- Promote globalization of health care services and trade;
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- Gather competitive market information for health investors;
- Develop stronger public interest frameworks for the private health sector;
- Advance a shared commitment to health justice.

**Todas las actas de la Conferencia Cumbre están traducidas simultáneamente en español e inglés. Para mayor información en español sobre la agenda, hotel e inscripción visite la página web de la Academia en [www.AIHS.com](http://www.AIHS.com)**



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